Media Review

**ESSENTIAL QUESTIONS:**

**Audience: Who is it intended for?**

**Message: What are the advertisers/writers saying?**

**Action: What are we supposed to do?**

**ADVERTISEMENTS**

**TECHNIQUES**

Bandwagon

Card stacking

Celebrity endorsement

Facts and figures

Fear

Glittering generalities

Humor

Open comparison

Patriotism

Plain folks

Sex appeal

Snob appeal

Testimonial

Transfer

**IMAGE CONVENTIONS**

Angle: looking up, down, on same level

Zoom: Close (faces only), Long shots (whole body)

Lighting: From above, below, straight on, behind, harsh, soft

Faces/eye contact: straight on, head bowed, head up, behind

**NEWSPAPERS : MAGAZINES**

Non-fiction, fact and figures Non-fiction, inform about particular subject or issue

Daily or weekly In-depth, features, entertain, inform

Shorter, often 900 words or less 500-3500 words

Style: to the point, inverted pyramid depends on magazine

Language: correct but not technical relaxed language fits the audience

Content: relevant, informative, controversial feel good, audience interest, fluff

Hard news front, feature back features and current affairs

Headline Headline

**NEWSPAPERS (cont’d) : MAGAZINES (cont’d)**

Lead: 5Ws and H Lead: Attention grabbing, summarizes story (anecdote, startling statement, generalization, pure info, description, quote, question, comparison)

Body: Inverted pyramid Body: Format appropriate for type of article (chronological, cause/effect, classification, compare/contrast, list, question answer)

Conclusion Conclusion: Definite closure (summary, quote)

**EDITORIAL : OPINION**

Impersonal opinion of group opinion of author, often argues against editorial

Consensus or signed by author columnist, guest author, politicians

Subject: current, news-worthy issue timely, helpful info

Language: balanced, unemotional, objective Simple, 1st person, subjective, one-sided

Types: argue/persuade

Inform/interpret

Criticize

Tribute, appreciate, commend

Entertain

**LETTERS TO THE EDITOR**

Purpose: Change behavior

Deliver message Set record straight

Impact policy/legislation

Generate coverage

**INTERVIEW (ARTICLE)**

Intro paragraph:

1-2 paragraphs to set context or summarize life or accomplishments

Accessible but holds interest

Avoid introduction clichés

**INTERVIEW QUESTIONS TO AVOID:**

Double-barreled multi-barreled biased words

Leading editorializing too long

Assumptions trigger words either/or